

Deadline reports that Ridley Scott's Prometheus looks likely to finish the weekend with \$49.5M (although other analysts are predicting a final figure closer to \$50M). Despite there being talk that it would manage to hold off competition from animated feature, Madagascar 3: Europe's Most Wanted - which it did actually manage to do on Friday - that ended up finishing with \$59.6M thanks to a big boost from children being at home. Prometheus took \$21.4M on Friday, \$16.1M on Saturday and \$12.4M on Sunday according to @ERCboxoffice. It's debatable whether or not this is a disappointment for Fox as they quite conservatively estimated a weekend total of \$56M on Friday and this figure obviously falls short of that. However, an opening of nearly \$50M is still very impressive for an R-Rated flick and it exceeds their initial their initial estimate of \$30M-\$35M. Marvel's The Avengers finished fifth with \$10.8M, taking its

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